

*The* **NEW**  
**HENDERSON**  
*and*  
**SUPER X-1929**



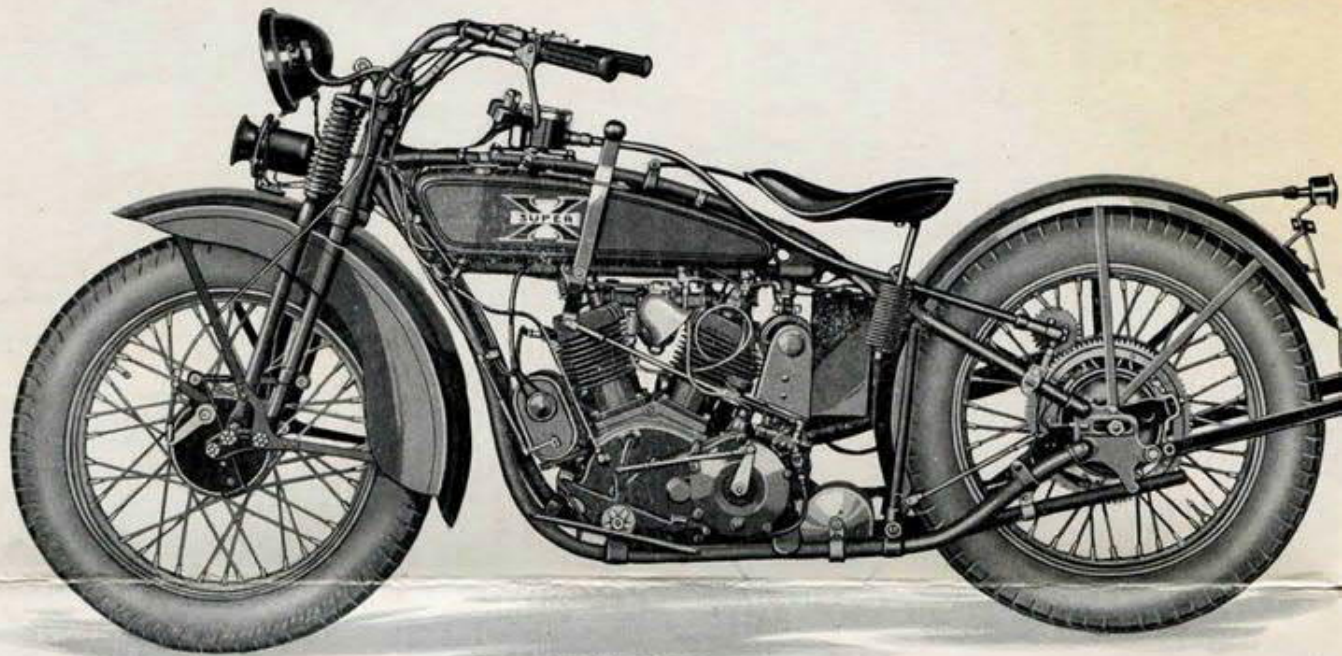
**EXCELSIOR MOTOR MFG.  
& SUPPLY CO.**

3701 CORTLAND STREET

CHICAGO, ILL.

[www.mopw.it](http://www.mopw.it)





# SUPER X 10

**F**IRST and foremost in the now popular "45" class, the New Super "X" again leads the way with Bigger and Better Tires. The 27" x 4" straight side tires, after a season of hard usage by Henderson riders all over the country, have been established as the last word in tire equipment, and are now furnished on the Super X and Super Sport Models.

These big tires give far more comfort because of the great increase in air volume and save a lot of wear-and-tear on rider and machine. They are far safer because they will not blow off the rims—and at the same time are easier to apply and to remove.

The saddle position and center of gravity are lower, yet there is ample road clearance. This means greater safety at high speed and easier handling for short riders.

The front forks are sturdier and the spring mounting is similar to that used on the Henderson. Handlebars are interchangeable with the Henderson.

The standard finish is sage green as heretofore. No extra charge is made for the maroon or grass-green optional colors.

The equipment includes a 100-Mile-an-Hour maximum hand speedometer, ammeter and push-pull light control switches mounted on a special illuminated instrument bracket. Fork and valve rockers are equipped for Alemite lubrication.

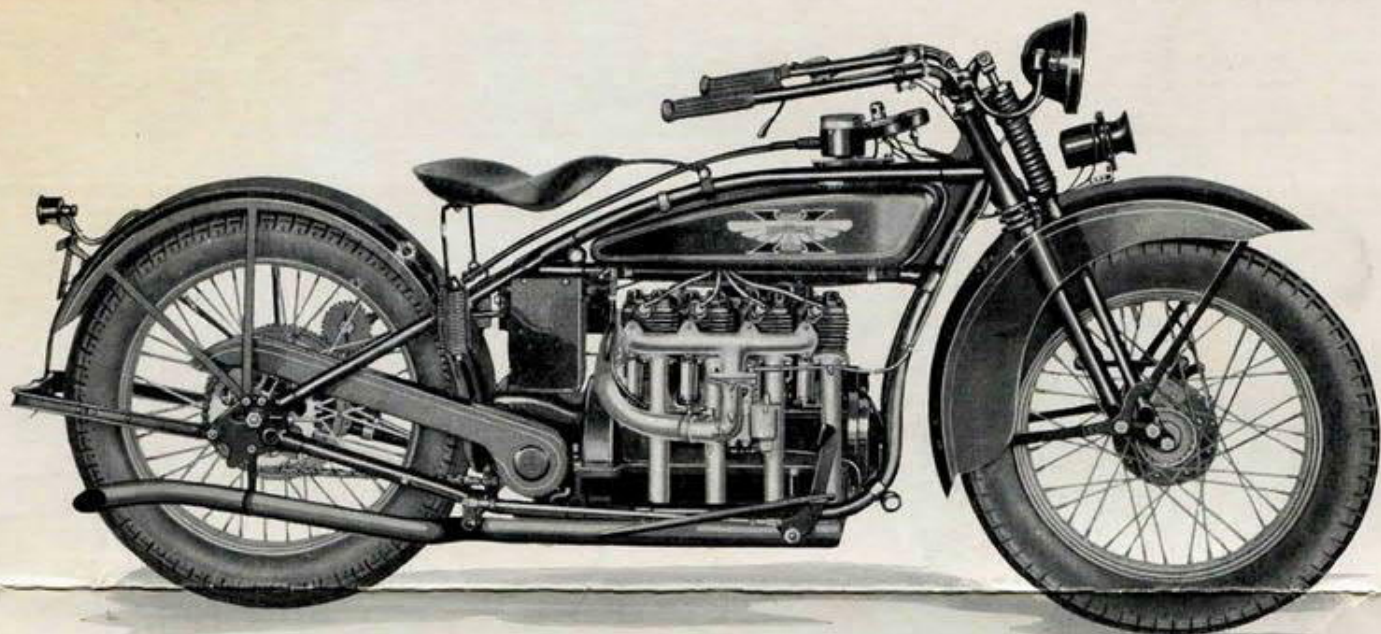
## SUPER X SPECIFICATIONS

Unit powerplant with integral transmission and clutch—gear primary drive—only one chain.  
 Twin cylinders, "V" type, 3" bore by 3 $\frac{1}{2}$ " stroke—45.5 cubic inches displacement (under 750 c.c.)  
 Alloy pistons—roller or ball bearings throughout motor and transmission.  
 Sturdier intake valve rockers equipped for high pressure Alemite lubrication.  
 Improved full-floating front forks.  
 Duplex shoe internal front brake controlled by hand lever—external contracting rear brake controlled by foot lever.  
 Timken wheel bearings front and rear. Alemite lubrication.  
 Saddle, 27" from the ground.  
 Tank capacity—3 gallons of gasoline—3 quarts of oil.  
 Tires—27" x 4" straight side Firestone or Goodyear.



Many hundreds of important American Cities  
 Hendersons used by





# 29 HENDERSON

**F**INER than ever, the New Henderson exerts an irresistible appeal to the riders who appreciate four-cylinder flexibility, smoothness and quiet-running—to the Police Departments that demand the very ultimate in motorcycle reliability and performance—to the discriminating buyers who want the most efficient and most effective equipment for commercial delivery service.

The 27" x 4" straight side tires, first introduced on the Henderson, have fully demonstrated their superiority and are continued as standard equipment.

For heavy duty sidecar and commercial delivery service, the new 27" x 4.40" automobile straight side casings to fit the same rims, can be supplied for a slight extra charge. These bigger tires give increased mileage, far greater comfort because of the larger air volume and are another long step forward in motorcycle tire equipment. Again, Henderson is pioneering with still bigger and better tires.

A handy carburetor choke control is mounted on the gear shift quadrant. The standard finish is in the familiar Henderson blue. Optional maroon or grass green colors may be had without extra charge.

Fully equipped ready for the road, including 100-Mile-an-Hour maximum hand speedometer, ammeter, oil gauge and light switches mounted on a special illuminated instrument panel.



the Swift Silent Henderson Four. Here are the 44 new Police of the City of Los Angeles.

#### HENDERSON SPECIFICATIONS

- High efficiency four-cylinder motor of 79.4 cubic inches displacement—2 $\frac{1}{8}$ " bore, 3 $\frac{1}{2}$ " stroke.
- New cylinder design with improved gas passages.
- New carburetor hot air pipe.
- Side-by-side valves—Silchrome exhaust valves—hardened guides.
- Alloy pistons—three rings.
- Improved full-floating front forks.
- Two-shoe internal expanding front brake—external contracting rear brake.
- Motor oiled by full pressure feed system with oil forced through hollow crankshaft. Fork rockers, brake parts and hubs provided with motorcycle Alemite cups for high pressure lubrication.
- Babbitt-lined bronze bearings, extra size.
- Low saddle position, ample road clearance—accessible.



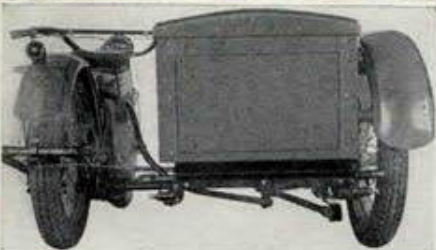
# HENDERSON and SUPER X Motorcycles in Commercial Delivery Service



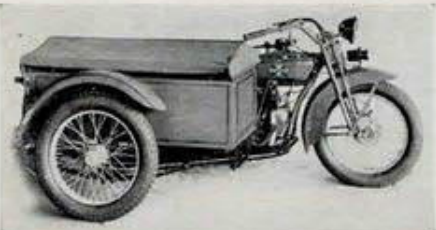
The simplicity and sturdiness of the new Excelsior-Goulding Commercial Chassis is very evident. The wheel is spring-suspended and the body weight is carried on long semi-elliptical springs with two helical stabilizing springs in the front.



Standard Express Body—Hinged Lid. The carrying space is 45' long, 23' wide and 18' high. Plenty of room between machine and van body for driver's comfort.



The new chassis is under-slung and the weight is low, insuring safety and ease of handling. There is room enough for a wider body if it should be desired.



The body shown is the Open Express type with sturdy tail-gate and 5' flare boards. The inside dimensions are 23' wide, 14' deep and 47' long.

**I**N motorcycle delivery service, reversing or backing-up often becomes necessary in congested sections. With any other motorcycle than a Henderson this means getting off and pushing. Reversing with a Henderson is easier than with a car. No other motorcycle offers you this real time and labor saver.

The four-cylinder motor is smooth and vibrationless. With twice as many power impulses, it gives a continuous flow of power—the ability to throttle down to the speed of the slowest traffic without a jerk—the acceleration to take advantage of traffic openings and breaks.

Hendersons are proverbially quiet. There is no motorcycle noise to disturb classy residential districts.

Easy starting is another decided advantage. Invariably they start on the first or second kick.

Lubrication is automatic. Oil is forced under pressure through the hollow crankshaft directly into all motor bearings. The Timken hubs, fork rockers, etc., are equipped for Alemite high pressure lubrication.

In the twin-cylinder field, the Super X combination makes a practical and serviceable delivery outfit. It is low in first cost and operating expense. It is sturdy and reliable and has ample power and strength for hard work.

Hendersons and Supers are regularly equipped with four-inch straight side balloon tires. For a slight extra charge, the Henderson may be equipped with the new "4.40" balloons which give a great increase in air volume, effectively cushioning machine, cargo and the rider from road shocks and jolts.

Both machines are equipped with front and rear brakes—a necessity these days of rapidly moving traffic.

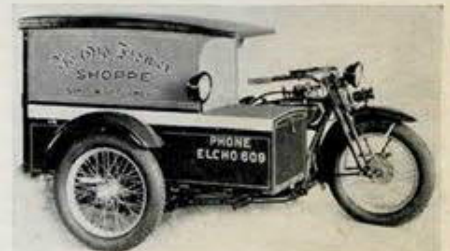
The new Commercial Chassis is a real advance. The under-slung construction carries the weight low and makes control easy. The load is carried on long semi-elliptical springs with helical stabilizing springs in front. The wheel is spring supported. Connections to the motorcycle frame afford the requisite flexibility. There is plenty of room for the rider's comfort. The standard types of bodies are shown on this sheet. Other special bodies are obtainable, typifying various businesses and lines of trade.



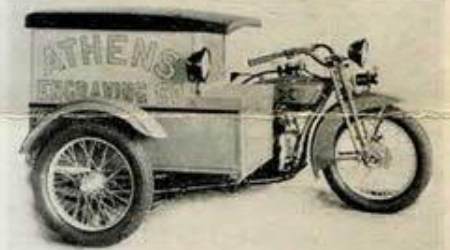
Henderson sidecar outfit for passenger service—the last word in comfort and satisfaction.



Super X sidecar combination—comfortable, speedy, easy to handle and economical.



DeLuxe Panel Body—Length over all 64'; width 24'; height 38½'. If greater height is required, a body of similar design, 46' high, can be furnished. The front compartment is 17'x23'x16'.



This smaller panel body is 21' wide, 28' high and 35' long. The small front compartment is 21'x10'x15'.



One of the many Illinois State Highway Patrol outfits used to carry hydraulic scales for checking the weights of trucks.



**PRICES**—(Subject to alteration without notice).

## HENDERSON 4 CYL. MOTOR CYCLES.

STANDARD MODEL	Robt. Bosch Magneto. Schebler De Luxe Carburettor. 3 Speed Gearbox. Cast Iron Pistons. Front and Rear Brakes. Carrier. Licence Holder. Number Plates. 27 x 4 w.o. Balloon Tyres. Sports or Touring Bars optional.	£118
DE LUXE MODEL No. 1	As above but with Full Electric Equipment. Alloy Pistons (in place of Cast Iron). Speedometer and Instrument Light.	£130
DE LUXE MODEL No. 2	As Model No. 1, but with Reverse Gear.	£136

## SUPER "X" TWIN MOTOR CYCLES.

MODEL "A" STANDARD	Robt. Bosch Magneto. Schebler De Luxe Carburettor. 3 Speed Gearbox. Cast Iron Pistons. Front and Rear Brakes. Carrier. Licence Holder. Number Plates. 25 x 3.85 Balloon Tyres. Sports or Touring Bars optional.	£85
MODEL "B"	As above but with Full Electrical Equipment. Speedometer and Instrument Light.	£93
SUPER SPORTS MODEL	Special high efficiency Engine. Robt. Bosch Magneto. Alloy Pistons. Schebler special Carburettor. 3 speed Gearbox. Front and Rear Brakes. Full Electric Equipment. Speedometer. Instrument Light. Carrier. Licence Holder. Number Plates.	£110

NOTE. THE SUPER SPORTS MODEL can be supplied without Electric Equipment at £102.

All prices above are ex warehouse, but allowances towards the cost of carriage are made, such allowances in no case to exceed:

On Motorcycles £1 0 0. On Sidecar combinations £1 10 0.

Crates are charged for at cost, credit being issued upon receipt, when returned carriage paid.

### DEFERRED PAYMENTS.

We offer purchasers the advantage of our Easy Payment plan, which provides for the payment of one quarter of the full purchase price with order. The balance of purchase price, plus interest at 8% is payable in 12 equal monthly instalments.

### PART EXCHANGES.

Any make of Motor Cycle or Car taken in part exchange, and highest prices allowed.

FREE DEMONSTRATION RUNS GIVEN WITHOUT OBLIGATION . . . BY ARRANGEMENT.

## HENDERSON SALES COMPANY LIMITED.

23a/24, RATHBONE PLACE, Oxford Street, LONDON, W.1.

TELEPHONE: MUSEUM 9871.

TELEGRAMS: HENDASALES, WESDO, LONDON.

# Guarantee.

**W**E give the following guarantee with our bicycles, motor cycles, motor cycle combinations and sidecars, which is given in place of any implied conditions, warranties or liabilities whatsoever, statutory or otherwise, all such implied conditions, warranties and liabilities being in all cases excluded. Any statement, description, condition or representation contained in any catalogue, advertisement, leaflet or other publication shall not be construed as enlarging, varying or overriding this guarantee. In the case of machines which have been used for "hiring out" purposes, or from which the trade mark name or manufacturing number has been removed, no guarantee of any kind is given or is to be implied.

We guarantee, subject to the conditions mentioned below, that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, but this guarantee is to extend and be in force for three months only from the date of purchase, and damages for which we make ourselves responsible under this guarantee are limited to the free supply of a new part in exchange for the part of the bicycle, motor cycle, motor cycle combination or sidecar which may have proved defective. We do not undertake to replace or refix, or bear the cost of replacing or refixing, such new part in the bicycle, motor cycle, motor cycle combination or sidecar. We undertake, subject to the conditions mentioned below, to make good at any time within three months any defects in these respects. As bicycles motor cycles, motor cycle combinations and sidecars are easily liable to derangement by neglect or misuse this guarantee does not apply to defects caused by wear and tear, misuse or neglect.

The term "misuse" shall include amongst others the following acts:—

1. The attaching of a sidecar to the motor cycle in such a manner as to cause damage or calculated to render the latter unsafe when ridden.
2. The use of a bicycle, motor cycle or of a motor cycle and sidecar combined, when carrying more persons or a greater weight than that for which the machine was designed by the manufacturers.
3. The attaching of a sidecar to a motor cycle by any form of attachment not provided or supplied by the manufacturers or to a motor cycle which is not designed for such use.

Any bicycle, motor cycle or motor cycle combination or sidecar sent to us to be plated, enamelled or repaired will be repaired upon the following conditions, i.e., we guarantee that all precautions which are usual and reasonable have been taken by us to secure excellence of materials and workmanship, such guarantee to extend and be in force for three months only from the time such work shall have been executed or until the expiration of the three months above referred to, and this guarantee is in lieu and in exclusion of any common law or statute warranty or condition, and the damages recoverable are limited to the cost of any further work which may be necessary to amend and make good the work found to be defective.

## CONDITIONS OF GUARANTEE.

If a defective part should be found in our bicycles, motor cycles, motor cycle combinations or sidecars, or in any part supplied by way of exchange before referred to, it must be sent to us CARRIAGE PAID, and accompanied by an intimation from the owner that he desires to have it repaired or exchanged free of charge under our guarantee, and he must also furnish us at the same time with the number of the machine, the date of the purchase, or the date when the alleged defective part was exchanged as the case may be.

Failing compliance with the above, such articles will lie here **AT THE RISK OF THE OWNER**, and this guarantee and any implied guarantee, warranty or condition shall not be enforceable.

We do not guarantee specialities such as tyres, saddles, chains, lamps, etc., or any component parts supplied to the order of the purchaser differing from standard specifications supplied with our bicycles, motor cycles, motor cycle combinations, sidecars or otherwise.

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